



NOT THESE DATES ON YOUR

## CALENDAR



**Tues., June 30 - Open House.**  
Hugh Baillie, Former President and Gen'l. Mgr. of UP. Cocktails, 6:15 p.m. Dinner and Program, 7:00 p.m.

Baillie is author of the new book, *High Tension*, an autobiographical history of UP. Reservations accepted.

**July 3 - July 5 - Friday through Sunday - Fourth of July Weekend.**  
Clubhouse closed.

**Fri.-Sat., July 24-25 - Trip to U.S. Naval Academy, Annapolis, Md.**

Reservations at OPC. \$20.00 per person.

## Kuh Draws British Anger for Criticism on Geneva

Frederick Kuh, diplomatic correspondent for the *Chicago Sun-Times* and a long-time foreign correspondent, was barred from certain British press briefings in Geneva last week following his written criticism of Peter Hope, head of the Foreign Office news department.

Kuh said that Hope had expressed "surprise" to see him at a hotel room briefing toward the end of the foreign ministers' conference, in view of what had been written. Kuh said he had replied that "it is contrary to British and American press freedom to make legitimate comment a cause for discriminating against a newspaper or its representative."



FREDERICK KUH

### Chiefly Critical of U.S.

The article to which Hope objected appeared in the *Sun-Times* on June 7 and was reprinted in *Editor & Publisher* on June 13. It dealt principally with a "lag" in U.S. public relations at Geneva.

Through the courtesy of the *Sun-Times*, the text of Kuh's article follows:

#### "GENEVA

"In its public relations, the United States appears to have been a poor seventh in the six nation foreign ministers conference. Paradoxically, this is true, although the American delegation press chief, Andrew Berding is a capable, intelligent man who has won many friends among newspaper, magazine, radio and television correspondents of all nations. There have been 1,200 of them reporting this East-West gathering.

"Furthermore, Berding has enjoyed the support of an able staff led by Alfred Boerner, a sophisticated, experienced official on temporary leave from his post as press counselor at the

(Continued on page 5.)

## 70 SEEK SOVIET VISAS TO ACCOMPANY NIXON

More than 70 U.S. newsmen have applied for permission to accompany Vice President Nixon to Moscow next month when he goes to open the American exhibition in Sokolniki Park there.

Richard T. Davies, public affairs adviser for the State Dep't.'s office of Eastern European affairs, told *Overseas Press Bulletin* correspondent *Jessie Stearns* in Washington that the list of correspondents would not be released until the Soviet Embassy had approved it.

Another State Dep't. official told Miss Stearns, that the U.S. "is insisting that the list be approved as a whole rather the approval of some correspondents and rejection of others."

### List Growing Daily

The list is growing daily, Miss Stearns learned. A major factor appears to be that Nixon not only will open the fair, but also hopes to come home via Siberia and probably will have important talks with Premier Nikita S. Khrushchev and other Soviet leaders.

The State Dep't. said that no limit had been set on the number of newsmen the U.S. would allow to go to Moscow. When asked how many had applied for Soviet visas, a Soviet Embassy official told Miss Stearns, "Ask the State Dep't."

### Questions and Answers

Following are some of the questions Miss Stearns asked both the State Dep't. and the Soviet Embassy, and their replies:

Question - Will any restrictions be placed on the correspondents' activities?

Answers - (State Dep't.) "We know of no restrictions;" (Soviet Embassy) "I think you are putting the carriage before the horse. Answers will be given by the Dep't. of State."

Q - Will a surge of U.S. correspondents to Moscow mean that many Soviet newsmen will reciprocally be admitted here?

A - (State) "This trip is regarded by the Dep't. of State as a special trip

(Continued on page 6.)



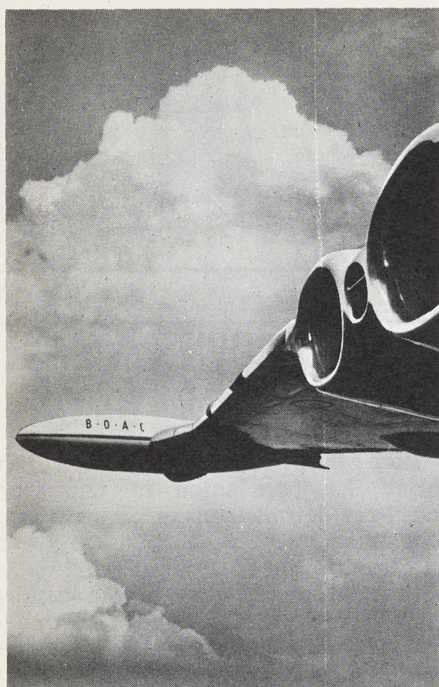
HUGH BAILLIE

Hugh Baillie, who will be honored by the OPC on Tuesday, June 30, was President of UP from April 6, 1935 to April 6, 1955. Invited to the Open House are executives from UPI and from AP.

Baillie was a reporter in Los Angeles before World War I, became chief of UP's Washington bureau at the age of 29 and watched the arrival of World War II in London in September 1939. He was appointed executive vice president of UP in 1931.

The OPC function also marks the publication on June 8, 1959 of his book, *High Tension*, by Harper & Bros., an autobiographical history of UP.





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## OVERSEAS TICKER



### MOSCOW

Howard Sochurek leaves Moscow the end of August on a nine-month leave of absence from *Life* to attend Harvard University on a Nieman fellowship.

Sochurek, 34, among 14 winners, will do special study and research on Russian affairs. His award brings to six the number of Nieman winners among that past and present Moscow press corps.

Moscow correspondents at present who studied on Nieman fellowships are Henry Shapiro, UPI, and Pete Kumpa, *Baltimore Sun*. Former Moscow newsmen are Alex Kendrick, CBS; the late Richard Lauterbach, *Time* and *Life*; and Lee White, *Chicago Daily News*.

The other former Moscow correspondents who have won journalistic honors: Irving R. Levine, NBC; and Whitman Bassow, UPI. Both were awarded fellowships from the Council on Foreign Relations.

The Foreign Press Dep't. in Moscow organized a junket to the Ukraine for foreign correspondents so they could see something else in the Soviet Union besides the telegraph office and the Metropole Hotel. Most of the American correspondents were in the group that departed for Kiev and other Ukrainian points.

Preston Grover, AP, recently transferred here from Paris, has been presented the French Legion of Honor for having served as president of the Anglo-American Press Ass'n. in Paris.

Joseph Michaels' family are back in Rome to sit out the expected two months' wait for a Moscow apartment after giving up on Moscow hotel room living. (He's here for NBC.)

School is out and Moscow correspondents' children are joining their parents for the summer. Irina Shapiro, 18, a sophomore at Barnard College, returned the middle of June to parents Ludmilla and Henry. Helen and Tom Lambert, N.Y. *Herald Tribune*, will welcome their daughter, Mike, 20, a senior at Radcliffe, on Aug. 21.

Aline Mosby

### SINGAPORE

The Singapore elections drew a good representation of roving foreign correspondents. Among those on hand for the proceedings were: John Griffin, AP, Manila; John Hlavacek, NBC; Paul Humes, *Time*; Scott Leavitt and John Dominis, *Life*; Bernie Kalb, N.Y. *Times*; Peter Kalischer and Wade Bingham, CBS; John Ridley, *London Telegraph*; Dr. Haydinger, *London Times*; Sidney Smith, *London Express*; Dick Hughes, *Sunday Times* and *Economist*, and Bill

Stevenson, *Toronto Globe and Mail*.

Charley Smith, UPI in Jakarta, was in for a brief breather. Bob Udick, UPI, returned from an extended stay in Rangoon and Bangkok and is leaving for a Stateside vacation.

Ron Stead, *Christian Science Monitor*, has returned to Singapore after a brief visit to the U.S. Don Huth

### NEW DELHI

Subbing for N.Y. *Times* chief Elie Abel while he's in the U.S. on home leave is *Times*' Hong Kong chief Tillman Durdin.

Now that the Dalai Lama is safe (though not silent) the principal news during the summer sag in India is the trouble in Communist-run Kerala where opposition parties (non-Communist) are demonstrating against the Red government, hoping to drive it out of office.

Your correspondent is writing from the Indian hill station of Naini Tal, at the edge of the Himalayas, where he came from his *Time-Life* assignment in New Delhi to escape the summer heat.

Don Connery

### TIMES CHANGES

The N.Y. *Times*' Leonard Ingalls leaves July 5 for permanent assignment as correspondent in South Africa. His headquarters have not yet been announced.

For Ingalls, who most recently has been on the *Times*' city staff in New York, the assignment will be his second stint in Africa.

Milton Bracker, who has been on temporary assignment in Africa, will return July 14 to the city staff.

Lawrence Fellows leaves July 5 for the London bureau of the *Times*. Fellows has been with the *Times* on the city and United Nations staffs in New York.

Drew Middleton, London bureau chief, arrived Tuesday in New York on three months' home leave. Thomas Ronan, on the London staff, will return to New York the latter part of July on home leave.

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Managing Editor: Barbara J. Bennett.





TOKYO — President Sukarno of Indonesia addressed Foreign Correspondents Club of Japan at luncheon June 18. Left to right are: Dr. Tamzil, director of the cabinet of the President; Peter Kalisher, CBS, First Vice President of the Foreign Correspondents Club; and LeRoy Hansen, UPI, President-elect of the Club. Sukarno arrived in Tokyo on June 6 for a five-day State visit; then stayed on an "unofficial visit."

## PEOPLE & PLACES

Peter Hahn, WJR News, back in Detroit after Geneva conference assignment...Ed Roberts, editorial writer with the *Wall Street Journal*, assigned to Washington bureau...Carl Bakal has cover story in July *Good Housekeeping*, another story in July *McCall's*...Betty Adams joined WBZ-TV, Channel 4 Boston, doing "Today with Betty Adams," Monday through Friday at 8:00 a.m.

*Saturday Review's* John Barkham and family leave July 15 for two-month swing around Africa...John Gunther's *Julius Caesar* and Adele Nathan's *The First Trans-Atlantic Cable* to be published as Landmark Books by Random House...Mike Mackay, movie editor of *Newsweek*, to Hollywood as part of Los Angeles bureau...Simon Bourgin, *Newsweek's* west coast bureau chief, to Europe for six weeks on stories...Joe Laitin's radio documentary, "The Changing Face of Hollywood," won an AP award last week.

Ansel E. Talbert attended Paris Air Show this month; was also American delegate and Council member at annual congress of Int'l. Society of Aviation Writers...Free-lancer Harrison Forman in Samarkand...Geraldine Fitch back in U.S. (now in New York) for Rotary Int'l. and Shriners' Conventions; also a series of speaking engagements.

Bernard Eismann appointed staff correspondent and Chicago bureau chief for CBS News...Robert N. Branson, Federated Publications (Washington, D.C.), back from five weeks of work in Germany.

## FREE-LANCER GETS BEAT

What may prove one of the year's most noteworthy interviews was obtained by Flora Lewis, a free-lancer in Bonn who was filling in for the *N.Y. Times* while their two staff correspondents were out of the country.

Miss Lewis, wife of Sydney Gruson, the head of the *Times* Bonn bureau, and mother of three children, had written a profile of Chancellor Konrad Adenauer for the *Times Sunday Magazine*, as well as other stories concerning him.

When Adenauer announced his decision to remain as Chancellor rather than run for President of West Germany, she telephoned for an interview to get his reasons. She was readily granted the interview, and "der Alte" spoke freely to her concerning his feelings about Vice Chancellor Ludwig Erhard, who had been expected to become Chancellor.

After her interview was carried in the *Times*, the news agencies sent stories about it to German newspapers, and the Adenauer-Erhard dispute soared.

While Miss Lewis was making Page 1 news throughout the world, Gruson was helping to cover the Geneva foreign ministers' conference and Arthur J. Olsen of the Bonn staff was in the U.S. on home leave.



FLORA LEWIS

## Dateline Washington

John Daly, ABC vice president for news and special events; Edward W. Barrett, dean of the Graduate School of Journalism of Columbia University, and Robert W. Sarnoff, NBC board chairman, appeared as witnesses before the Communications Subcommittee of the Senate Interstate and Foreign Commerce Committee last week.

The men urged a revision of Section 315 of the Federal Communications Act of 1934 to provide that the "equal time" provisions shall not apply to news programs. The FCC recently ruled that Section 315 applied to *newscasts* showing a political candidate. The FCC said the broadcaster must give equal time to all rival candidates.

## Douglas Asks News Visa

Assistant Secretary of State for the Far East Walter Robertson strongly hinted in a reply to a question after his National Press Club speech that the State Dept. will reject Supreme Court Justice William O. Douglas' request for permission to visit Communist China as a newsmen.

Robertson made it clear that he did not believe Justice Douglas qualifies as a full-time professional newsmen.

He said, "If a Supreme Court justice, or a high official, can qualify as a full-time news correspondent, I am sure Deputy Undersecretary Loy Henderson will give him a passport."

Justice Douglas said the *National Geographic* magazine had requested him to do a picture story on the Chinese mainland this summer. He said he had represented this magazine previously in doing picture stories abroad.

John Pickering, assistant director of USIS for the Far East, returned to his desk after a three-month tour of the Far East area.

Reginald P. Mitchell held open house in his National Press Bldg. office on June 19 observing his 40th anniversary in the press and public relations field.

Walter Ridder, Ridder Publications, leaves with his wife on July 1 for a tour to Europe and the U.S.S.R.

Edward Hunter testified before the Senate Judiciary Internal Security Subcommittee on a bill to create a Freedom Academy to gather and disseminate information on techniques of Communism.

Jessie Stearns

## NEWSWEEK MOVES

*Newsweek* magazine moved cross-town this weekend to the newly named 43-story Newsweek Building at 444 Madison Avenue.

The magazine is using the 9th through the 13th floors of the building, situated between 49th and 50th Streets, under an \$8,000,000 lease.



# HOW HUBBELL'S BUBBLE GREW: EX-INSer MOVED IN AS SERVICE WENT OUT

by Richard W. Hubbell

New York

This is the story of how some former INS men - including myself - solved the problems created when that news service died a sudden death almost exactly one year ago.

We are still on the job gathering information - 5,000 of us in 94 countries. But now we're not working exclusively for news media. Instead, our thriving news service which has just celebrated its first birthday, collects background and writes and films stories and features for business firms as well as for radio, TV, magazines and newspapers.

World Wide Information Services, Inc. started business the day after INS ceased. It has signed up most of the best INS reporters - and many others. Today its network of reporters, photographers, cameramen, researchers and editors, covers virtually all markets in the U.S., Canada and key markets in 94 other countries. Most of its overseas bureau chiefs are former INS chiefs or senior correspondents.

World Wide has "paid its own way" and shown a modest profit from the day it started. It had to. It had no financial backing of any sort.

## Small Army Hunted Jobs

This is how it happened.

When INS folded, I was one of a small job-hunting army in New York. I checked in with a number of advertising agencies and found no job, but an idea. The "special service" division of INS was going to be missed.

The marketing director of one agency said: "Why don't you keep it going? There is no other group like it or equipped to render the same quality services."

Several other agencies voiced the same feelings, and some of them promised business orders if "special services" was continued. But - who would finance it? There was no shortage of polite interest but cash-on-the-line backing was something else.

The turning point came when Bill Moran, associate research director of Young and Rubicam, called and asked if I could take an immediate assignment for one of his clients, Chrysler. This involved interviewing auto-owning families nationwide to find out what they liked or disliked about certain automobiles...and why.

The decision had to be made then and there. I took the order. The survey was finished in one week. It yielded a net profit of \$1,485.

With this profit, plus two weeks'

severance pay from INS and a \$2,400 personal loan from a bank, I started World Wide Information Services on June 9, 1958. I invited the INS "special service" salesmen and others to come along, if they wanted to chance a job that would pay no salary, just a percentage.

INS salesman and former reporter Jeff Murray took the plunge. Today he is Vice President and a Director of World Wide at 32.

Together with Gilbert Parker, a lawyer friend who serves as business manager, and Mrs. Hubbell, former actress Kyra Alanova, World Wide began by sending out 7,000 letters—thanks to a mail service which hopefully extended credit for printing and postage. A letter went to every former INS reporter who could be found, inviting him to sign up on a stringer basis. About 92% are registered with WWIS today.

Another letter went to the managing editor of every daily paper in the U.S. and to the general manager of every commercial TV station in the U.S. and Canada. What we wanted was the names of two reporters and two photographers whom each management considered reliable and who would like to become stringers for World Wide. Two thirds of the letters were answered. In about one-quarter of the replies, managing or city editors signed up themselves.

## Seven Days A Week

The WWIS starting team (of four) at the New York headquarters worked seven days a week for the rest of the year. (Today the schedule has been reduced to 6½ days a week.) From 8:00 a.m. to 9:00 a.m., the team was in the office, processing mail, making plans.

From 9:00 a.m. to 5:00 p.m., Monday through Friday, while Kyra manned the office, the other three pounded the pavement. Each averaged 20 personal calls a day, plus a like number of phone calls - to advertising agencies, manufacturers, research companies, magazines, broadcasters, public relations firms, trade associations - soliciting business, explaining how the "special service" functioned.

From 5:00 p.m. to as late as necessary, the day's business was handled, and on Saturdays and Sundays the team caught up on the complex task of cross-indexing the responses from field correspondents, answering them, plus writing sales letters, bookkeeping and billing.

All income except for such basic items as food and rent went back into the business. And so the business grew.

The solid base on which WWIS was

built is simple, though non-newspaper people sometimes miss the point.

Newspaper men and women make the best damn researchers in the world. They are trained to ask questions, gather facts and get information accurately, quickly, without bias.

About half of World Wide's business today is research, surveys of markets, products, opinions, digging out vital information which is readily available to reporters. In fact, the range of information ethically available is well-nigh unlimited.

## Surveys and Features

World Wide conducts surveys in the business and industrial field in a fraction of the time required by ordinary research companies...and, because of its newspaper men, it does a better job. Best evidence of this is the client list WWIS has developed and the fact that its clients keep repeating.

The other half of World Wide's business is news features, photos, newsfilm to order for magazines, broadcasters, advertisers, PR outfits, along with promotion, merchandising and reporting assignments.

Overseas business representatives have been signed up in London, Paris, Rome, Frankfurt, Cairo, Delhi, Manila, Buenos Aires, Rio de Janeiro and Sao Paulo.

Most of World Wide's business in its first year has been in the U.S. and Canada, but the volume of overseas assignments is growing.

And out of more than 3,000 assignments dished out to date to professional newsmen and women only seven went sour. The pros can be justly proud, I think.

Richard W. Hubbell was with INS



when it ceased operation. Previously he had been with several advertising agencies; the U.S. Dep't. of State where he planned and set up the VOA TV service, 1951-53; with CBS TV, where

he was the first head of the CBS-TV News Dep't.; with Crosley Broadcasting-WLW in Cincinnati, and WQXR, New York. He has produced TV films in Europe and written two basic TV Books: 4000 Years of Television, a Book-of-the-Month Club recommendation which was the first history of TV, and Television Programming and Production.



**KUH (Continued from page 1.)**

American embassy in Rome, Italy.

"How could it happen then that, in the opinion of veteran journalists here, other delegations ran rings around the United States in their publicity?

"This is no petty question affecting merely the contentment of the newsmen or their convenience. What has been at stake is which government and which country would most sway world opinion and persuade peoples around the globe that its policies on Germany, European security and Berlin — the issues at this conference — deserve public support. This is a significant sector in the struggle for men's minds.

"The answer is that most other delegations were less angelic about observing rules of the game, that their press officers were given far more latitude in advising the newsmen and that they organized the operation much more efficiently. Were some of them a little unscrupulous at times in leaking information which by the foreign ministers agreement was to remain confidential? Certainly. But they were also aware that the only way to bribe honest journalists is to feed them news.

**Our Allies Steal Show**

"At this conference it was not primarily the Russians or their East German Communist puppets who stole the show by Machiavellian propaganda. It was our own beloved Allies — the British, West Germans, and French in that order of success.

"This had partly been foreseen in what is understood to have been a top secret guidance memo which the U.S. Central Intelligence Agency supplied to Secretary of State Christian Herter before the conference began. According to a usually reliable source this report advised Herter in effect that the American delegation had better be on its guard in Geneva concerning a formidable factor. That factor's name was given as Peter Hope, head of the British foreign office news department. It went on to say that Hope has a number of American journalists in his pocket or eating out of his hand and it named at least three of them whose identity we shall not expose here.

"That CIA tip proved to be a hot one. In the opinion of this reporter the British walked away with the conference in influencing the press, radio and television. How did they do it?

"Britain's Foreign Secretary Selwyn Lloyd held a hush-hush news conference once weekly for British correspondents and he told them plenty. Later he began being host at a number of private secluded lunches for journalists who were

not supposed to mention that such an occasion ever existed. There, too, Lloyd shook his heart out on the tablecloth and revealed his innermost thoughts on the status and future of the conference.

"In addition Peter Hope, the British press chief, saw the British journalists on the average twice daily at his hotel. He gave similar treatment privately to a small group of American journalists who normally work out of London. He saw individual newsmen every day and told them a good deal. To others outside his charmed journalistic circle, Hope was often curt and rude and highly uninformative, sometimes even deliberately misleading. Either you were one of his fair-haired boys or you wore a measles sign on your chest.

"On balance, however, he was the official leak par excellence. By spilling the beans to selected correspondents day after day Hope's information and what is just as important, the British government views which he purveyed, saturated the news media.

**West Germans Efficient**

"Next in efficiency and influence came the West German delegation. Under its government press chief was a team of press officers assigned individually to inform the American, British and French newsmen covering the conference. The one chosen as the German delegation's link with American reporters was a young prepossessing man named *Rudi Wechmar*. Brought to Geneva from New York where he is a press officer of the German Observer at the United Nations, Wechmar each day received American reporters over coffee or other drinks in a private hotel room and he was as informative as he could be. Some American correspondents considered him the best news source in Geneva. With tact and skill he gave them information and shovelful of German government opinions.

"The French also did a fine job with the press. Their delegation received French journalists once or twice daily and individually and privately at almost anytime of day or night.

**All Information Leaks Out**

"It is a rare anomaly that the traditionally reserved buttoned up British were by far the most communicative in their undercover press relations while the extroverted Americans were easily the most buttoned up. To ask a member of the American delegation about what happened at one of the foreign ministers closed meetings habitually drew a look as though you inquired about his bank account or sex life.

"But an hour or two after each such private conference session, when the

other official leaks had done their stuff, almost everything that occurred behind closed doors was known to the journalists who rustled around. Of course, there are all kinds of reporters.

"There are those who like to loll around the bar at the press center, climbing off their stools and sauntering to the public news conferences at which everyone was told the same thing. There are reporters who like to take official handouts and let it go at that. For them being a member of one of the most fascinating, stimulating vocations on earth is just another meal ticket. But there are others and here they are the majority who work diligently, use their legs and aren't afraid of getting their hands sweaty and their feet wet in the pursuit of information for their readers.

**Two Briefings by Herter**

"Herter gave American correspondents two private briefings during the first four weeks of the foreign ministers gathering. At both of these he told them almost nothing which they didn't already know. Berding only very rarely saw his fellow Americans among reporters as a group.

"One conclusion seems to be that Herter needs to acquire at least a fraction of the press and radio awareness which permeated John Foster Dulles' whole being."

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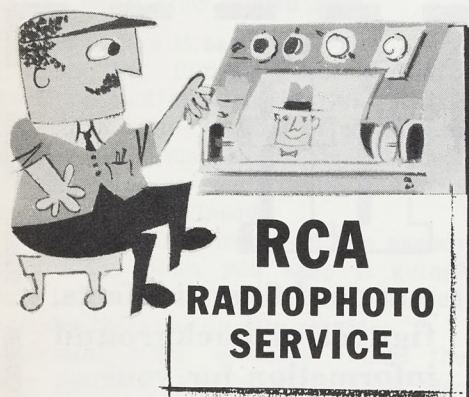
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## MOSCOW TRIP

(Continued from page 1.)

revolving around the Vice President. Under similar circumstances, such as the visit of First Deputy Premier Frol R. Kozlov, who will open the Soviet exhibition at the New York Coliseum on June 30, Soviet newsmen will be admitted. We feel the Soviet Union has no objection to admitting numerous U.S. newsmen on this special trip. But remember, we are not talking here of the admittance of permanent, resident correspondents;" (Soviet) "This is not settled yet. As many correspondents as necessary will accompany Mr. Kozlov."

Q — How many U.S. correspondents are in Moscow now, and how many Soviet correspondents are in the U.S.?

A — (State) "There are about 15 or 16 Soviet newsmen and radio men in the U.S. The U.S. has roughly the same number in the Soviet Union. The Soviet newsmen include representatives of *Pravda*, *Izvestia*, Moscow Radio, *Komsomolskaya Pravda*, *Trud* and *Tass*;" (Soviet) — "About 15 Soviet newsmen are in the U.S."

Q — Will the correspondents with Mr. Nixon be allowed to accompany him to Siberia if he goes there?

A — (State) "We don't know;" (Soviet) "Ask the State Dep't."

## HARRIMAN TOLD "NO"

Communist China has refused former New York Governor *Averell Harriman's* request for a newsman's entry visa.

Harriman, in Moscow, was told by the Chinese Embassy that "in view of the state of relations" between Red China and the U.S. a visit by Harriman at this time would be considered "inconvenient."

He was told that he might apply again next year for entry.

Harriman received U.S. permission to go to that country as a correspondent for NANA last month.

## BASSOW TO CBS NEWS

*Whitman Bassow*, with UPI for five years, has accepted assignment as correspondent with CBS News, effective June 29.

He'll be on the New York staff of CBS News during the summer, prior to another assignment.

Bassow, who this month completed his one-year fellowship with the Council on Foreign Relations, served in Moscow with UPI for almost three years prior to his return to New York.

## 'HINDU' EDITOR DIES

Kasturi Srinivasan, editor of *The Hindu*, an English-language newspaper published in Madras, India, died June 21.

Srinivasan joined the "family newspaper," 50 years ago and became its editor in 1934.

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## PLACEMENT

The Placement Committee is considering setting up a Lecture Bureau for its members and would like some opinions about the kind of lecturers available, fees the members expect — and a list of the lectures to be offered.

The Committee would like each member interested to write a letter stating this information and indicate if there are films etc. with the lecture. Send this data and other ideas which might be helpful to...*Mr. G. Schroder*, Placement Committee, Chairman.

Thank You,  
Muriel Matthews.

Male

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PR -good beverage background..PR exploitation exp...relocate Baltimore area....excellent ref....\$13/15,000

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Reg Supervisor..Coll. grad...25/45... exp in adv/sales/merch/and marketing... relocate and must be free to travel ext. throughout area... own car.

FREE-LANCE MEDICAL RESEARCH WRITER...MUST BE A HEAVY...GOOD BY-LINE MAN....ASSIGNMENT FEES \$500.

Female

Publicity writer for women's fashion accessory account. Good mag. contacts... would like some newspaper exp.... must be attract. in appearance....\$5/8,000

### NEW MEMBERS

The Chairman of the Admissions Committee announces the election to membership of the following candidates:

#### ACTIVE

*John E. Burns* — Burns Photography Inc.

*Nathaniel M. Gerstenzang* — N.Y. Times. ASSOCIATE

*Raymond R. Camp* — Field & Stream magazine.

*Evelyn Konrad* — Public relations firm.

*Morris W. Rosenberg*, AP, left June 23, with nine state governors for Moscow to cover their tour of the Soviet Union. The tour, lasting three weeks, will take the governors to Leningrad, Kiev, Tiflis, Tashkent and Alma Ata.

## CLASSIFIED

SUBLET: 2 or 4 mo. House in Scarsdale, 2 bedrms., lv.rm. with huge picture window overlooking brook; playrm., garage; all mod.conv. \$250 mo. furn. Contact *A.J. Cardenas*, 207 Old Wilmot Rd., Scarsdale, N.Y. Phone SC 3-5607 or PE 8-3071.

WANTED: Correspondent returning to U.S. after long European duty needs partly furn. 4-5 bedrm. house within N.Y. commuting area at reasonable rent starting Oct. 1. Write *Allan Dreyfuss*, 8, rue Laurent Pichat, Paris 16e, France.

AVAIL. Unfurn. apt. avail. July 1. Brooklyn Hts. — floor-thr — spacious lv.rm. and bedrm., each with wood-burning fireplace — mod.kitch.unit — deluxe bath — \$225. UL 8-0132.

STUDIO APT. Unfurn. 1½-rms. Opposite UN with beautiful overlook of UN Plaza and Fountain. \$125. Phone Weekes CX 7-2000, x 785, eves. At 9-1946.

*Classified ads billed at 50¢ per line. Copy, in writing, must be submitted no later than Tuesday noon. Ads accepted from OPC members only.*



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